

**A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR
LOCATION-BASED FILTERING FOR A SHOPPING
AGENT IN THE PHYSICAL WORLD**

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ABSTRACT

10 An agent based system utilizes a Personal Digital Assistant (PDA)-based, Global
Positioning System (GPS)-enabled information gathering agent that relies on
knowledge of a shopper's physical location to support a shopping task while
shopping at a mall. Shoppers indicate their shopping goals to the system. Then, as
shoppers stroll through a mall, the system informs them of the availability of items
of interest to them available in the immediately surrounding stores, as well as any
cheaper local alternatives

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